

©CIL 21721 ✓

AUG 13 1925 ✓

THE LUCKY DEVIL ✓✓

Photoplay in seven reels ✓✓

Story by Byron Morgan ✓✓

Directed by Frank Tuttle ✓✓

Author of photoplay (under Sec. 62)
Famous Players Lasky Corporation of the U. S.

PARAMOUNT PRESS

Adolph Zukor and Jesse L. Lasky present
RICHARD DIX
 in
"THE LUCKY DEVIL"
 A FRANK TUTTLE Production
 By Byron Morgan
 Screen play by Townsend Martin
 A Paramount Picture

AUG 13 1925

©CL 21721

PURPOSE: To Help You Sell the Picture

RICHARD DIX AN AUTOMOBILE RACE NEW PARAMOUNT STARRING CO

PUTTING IT OVER RIGHT

Dix, in this story, wins a fine car at a charity bazaar. Tie up with some auto dealer and local charity for a similar raffle. The one who wins it would certainly be "The Lucky Devil."

A race, with Dix as winner, is one of the big punches. Many children have side-walk (pedal) automobiles. Arrange a prize race, for them, getting police protection to a certain stretch of street. This should command good newspaper publicity, as well as attract crowds to the race, as we do not know of this ever having been done before.

Window tie-ups on toy automobiles.

Teasers:—
 Are YOU — THE LUCKY DEVIL?
 Who is THE LUCKY DEVIL of this town?
 You'll be THE LUCKY DEVIL next week!

Good title for a newspaper ad tie-up page, for instance:—
 THE LUCKY DEVIL is the chap with Radio in his home.

They'll call you THE LUCKY Devil ten years from now if you don't today at.

He's THE LUCKY DEVIL whose wife serves him with Banner Bread.

For a street stunt:—Attire a man in a devil's costume. Put a sign on his back, reading:

I am NOT
 THE LUCKY DEVIL
 You'll find him
 AT THE RIVOLI!

Announce that you are going to distribute thousands of "devils" around town and that certain of these will be "LUCKY DEVILS." Get a cut of a devil for one side of a card. On the other give details regarding picture, details regarding prizes and a lucky number—prizes to be drawn at the theatre.

Have your sporting goods store arrange a woodland camping scene. In the picture Dix is a demonstrator of auto camping outfits. There are a lot of laughs in one scene which shows him in the store window, half undressed. Show a picture of Dix and tell the public to see him as "The Lucky Devil" at the.....Theatre.

Absolutely Dix's Best Yet

Production Facts in Tabloid Form - Scenarist
 Cameraman, Type of Story, Box Office
 Value, Big Scenes, Highlights

All About the Picture in Brief

Star

RICHARD DIX. In "The Lucky Devil" Dix has the opportunity to put over some of his own brand of really humorous comedy. There is speed in the story, but he makes it speedier with his breezy way of carrying off a situation so that there is no lull, no dull moment.

In "Manhattan," "Too Many Kisses" and "The Shock Punch," Dix headed straight for screen fame by leaps and bounds, and you admit that he's more than arrived in "The Lucky Devil."

Producer

Frank Tuttle, who made "Too Many Kisses," "Miss Bluebeard" and "The Manicure Girl."

Author

Byron Morgan, author of all of Wally Reid's automobile successes "Code of the Sea," "The Air Mail," etc. There has not been a Byron Morgan story yet that didn't go over big.

Scenarist

Townsend Martin, who wrote the screen plays, "Miss Bluebeard" and "The Manicure Girl."

Cameraman

Alvin Wyckoff, who "shot" the super-sensational laughter and, recently, "The Swan" and "Old Hoss" with Thomas Meighan.

"THE LUCKY DEVIL"

Dix Wins a Race and the Girl, too, in Newest Picture



RICHARD DIX AND ESTHER RALSTON
 IN THE PARAMOUNT PICTURE
 "THE LUCKY DEVIL"

"The Lucky Devil" Paramount Picture

Richard Dix Star in Racing
 Tale at the Rialto

(Synopsis Story)

THE LUCKY DEVIL, a Paramount picture, coming to the Theatre for a.....days' run on....., brings Richard Dix to the screen as the star of a story by Byron Morgan, author of "The Air Mail," and all the Wally Reid automobile hits.

Longing for an automobile of his own, Dix, as Randy Farman, wins a classy speedster at a fashionable charity bazaar. He starts off immediately on a cross country tour, but the first night convinces him that camping in the great open spaces is painfully different than arranging advertising display camps in a New York department store, and he welcomes the

Esther Ralston, who played the mother, featured with Mary Brian in "The Little Jowitt," a new "find" who also appeared in "Gunboat" Smith, with whom Dix put up some such pictures as "Manhattan" and "The Shock." Edna May Oliver, Mary Foy and others.

Type of Story

It's a comedy—not one of those society comedies and not a slapstick, but a regular he-man, full-of-af fine manners, laughs and romance and suspense. "The Lucky Devil" is a swift moving series of funny situations leading up to a hair-raising automobile race. And then, too, it has a mighty sweet little love story woven into the plot.

Theme

The story is about a young man who demonstrates auto camping outfits in a store. His longing for the open road is realized when he comes upon a girl (Esther Ralston) and her mother at a tourist camp he falls in love with her—the girl, not the mother.

They mistake him for a notorious wealthy young man and leave without a word to him. He follows them all over the country, the money he is fleeced out of, winding up with his car in a big auto race, full of thrills and hair-raising stunts.

He wins. Then he and the girl and her mother do the tour—together.

Highlights

A laugh in every scene—a love story that's full

PARAMOUNT

Adolph Zukor and Jesse L. Lasky present

RICHARD DIX

"THE LUCKY DEVIL"

A FRANK TUTTLE Production

By Byron Morgan

Screen play by Townsend Martin

A Paramount Picture

SHEET

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WILE RACING DRIVER IN HIS BIG SPRING COMEDY, "THE LUCKY DEVIL"

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Picture in Brief

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"Too Many Kisses," "Miss Bluebeard"

Author

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Scenarist

the screen plays, "Miss Bluebeard"

Screenplay

the super-serious laughter" "Old Hoss" and "The Little French Girl"

the most popular of the "The Little French Girl" appeared in "The Little French Girl" Dix put up some of the best battles in "The Shock Punch" and "The Shock Punch" and others.

Plot of Story

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Dix Racing Driver In Latest Picture

"The Lucky Devil" Punchy Automobile Story

RICHARD DIX is an automobile racing driver in his latest Paramount picture, "The Lucky Devil," which opens on at the..... That's the stuff!

"The Lucky Devil," directed for the screen by Frank Tuttle, who made "Too Many Kisses" and "Miss Bluebeard," is an original screen story by Byron Morgan, author of all the Wally Reid auto successes. Esther Ralston is Dix's leading woman.

Dix, as Randy Farman, who demonstrates auto camping outfits in a store wins at a charity bazaar a specially built roadster, around which has revolved a sensational breach of promise suit between the wealthy Rudolphe Franklyne, and a notorious show girl, Zola Amber.

Then follows a series of thrill-filled laugh scenes when Randy starts out on his long dreamed of cross country trip. At a tourist camp he meets and fall in love with Doris McDee (Miss Ralston), journeying with her mother in a battered flivver. The mother, suspicious of young men who travel in ten thousand dollar roadsters, identifies Randy's beloved car as the one in the famous Franklyne-Amber case, and takes her daughter

hearted Randy to pursue in a frantic effort to overtake the girl and explain everything.

From here on the laughs and thrills build up to unbelievable heights, the scenes including a bout between the star and "Gunboat" Smith (himself) and winding up with an automobile road race that'll pull you out of your seat.

Other big names in the cast of the picture, which is absolutely the greatest Dix picture yet made, include Edna May Oliver, Anthony Jowitt, new "find" who played in "The Little French Girl"; Joe Burke, Mary Foy and Charles Sellon.



Original Screen Story by Author of "The Air Mail"

Esther Ralston, Anthony Jowitt, "Gunboat" Smith in the Supporting Cast

RICHARD DIX is no longer the "fastest coming star of the screen."

He has arrived!

He is a full fledged star of the most exceptional drawing power. Folks like him, and they want to see him. He is not only young, virile, good looking, magnetic, but he is every inch an actor, a comedian of distinction, and in addition, able to portray the deeper emotional roles.

Paramount is proud of Richard Dix and knows that exhibitors are proud to show his pictures.

In "The Lucky Devil" he has an ideal role in a fast moving automobile comedy drama, in which he plays the part of a young clerk who wins an automobile at a charity bazaar, the very machine around which has revolved a sensational breach of promise suit.

When he starts on his cross-country vacation and meets with a very pretty young stenographer who is touring with her mother in a battered Ford, the mistaken identity theme, the chase, the melodrama, the romance and the thrills begin to pile up in a marvelous plot of love and comedy.

Esther Ralston heads the supporting cast in the picture, written directly for the screen by Byron Morgan, author of all the Wally Reid auto successes. Townsend Martin wrote the screen play.

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Doris McDee.....	Esther Ralston
Mrs. McDee.....	Edna May Oliver
Franklyne, Sr.	Tom Findley
Rudolph Franklyne.....	Anthony Jowitt
The Professor.....	Joe Burke
Mrs. Hunt.....	Mary Foy
Sailor Sheldon.....	"Gunboat" Smith
Sheriff.....	Charles Sellon
Tobias Sedgmore.....	Charles Hammond
Tom Barrity.....	Charles MacDonald
"Frenchy" Roget.....	George Webb
"Dutch" Oldham.....	Eddie James

Short Synopsis

THE story is about Randy Farman, a young man (Dix) who demonstrates auto camping outfits in a store. He longs for the open road, and his enthusiasm gets him into a ludicrous situation that makes the boss give him the gate. A beautiful speed car is to be raffled off at a charity bazaar, and Randy decided to spend about half of his savings on chances. He wins the car, though a vacuum cleaner nearly swallows up his lucky number.

At a tourist camp he comes upon a girl and her mother trying to put up a tent. Randy falls in love with the girl at first sight. The women are going to a little up-state town in response to a letter from a distant relative saying that if they come there he will do something handsome for them. Randy and Doris (Esther Ralston) get on very

Highlights

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Get up some sort of LUCKY DEVIL pocket piece on this production.

Here's Dix in the kind of role the fans will like him best in. Be sure to get into your advertising the fact that "The Lucky Devil" is an original story for the screen by the author of "The Air Mail" and all the Wally Reid automobile successes.

It's the exhibitor who'll be THE LUCKY DEVIL when he plays this latest and greatest Dix money-maker.

The Gyroscopic Camera Again

Frank Tuttle found that the gyroscopic camera which he used in some scenes in "The Manicure Girl" was so satisfactory that he used it again in the filming of "The Lucky Devil", the Byron Morgan story of thrills and speed starring Richard Dix at the..... this week.

Holding this electrically operated camera against his chest, the cameraman can walk from one part of the set to another, photographing the action in a continuous sequence, without breaks such as are necessary when a stationary camera is used. A big charity bazaar was the scene in "The Lucky Devil" which was "shot" the new way.

Esther Ralston is Dix's leading woman in the production. Other prominent names appearing in the strong supporting cast include Anthony Jowitt, new "find"; Joe Burke, Mary Foy, "Gunboat" Smith and Charles Sellon. Townsend Martin wrote the screen play.

"THE LUCKY DEVIL"

Dix Wins a Race and the Girl, too, in Newest Picture



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Longing for an automobile of his own, Dix, as Randy Farman, wins a classy speedster at a fashionable charity bazaar. He starts off immediately on a cross country tour, but the first night convinces him that camping in the great open spaces is painfully different than arranging advertising display camps in a New York department store, and he welcomes the assistance of Doris McDee, a charming little stenographer who is touring with her mother in a battered Ford.

While Randy falls desperately in love with Doris, the mother thinks she discovers something that proves Randy a notoriously wealthy young good-for-nothing. She and the girl leave camp without a word to him.

He follows them. Finally flat broke and with no accessories left on his car to trade in for gas, Randy meets Doris who has come to grief with a disabled motor and no money for repairs. Farman takes the gas from the flivver and tows them back to town.

Later, after an unsuccessful search for work and a near disastrous experience with a carnival show, Doris again meets Randy. Explanations are in order.

Winning two-hundred dollars by staying two rounds with a "pug" at a carnival, Randy enters his machine in a \$10,000 road race. If he wins it, he's all set to go on with his long dreamed-of tour. If not — well.....? The picture shows just how he makes out.

Esther Ralston plays Doris. "Gunboat" Smith, Anthony Jowitt, Joe Burke, Mary Foy and others appear in the cast.

Frank Tuttle, who made "Too Many Kisses" and "Miss Bluebeard," directed.

All About the Picture in Brief

Star

RICHARD DIX. In "The Lucky Devil" Dix has the opportunity to put over some of his own brand of really humorous comedy. There is speed in the story, but he makes it speedier with his breezy way of carrying off a situation so that there is no dull moment.

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It's a comedy—not one of those society comedies of fine manners, and not a slapstick, but a regular he-man, full-of-action mixture of laughs and romance and suspense. "The Lucky Devil" is a swift moving series of funny situations leading up to a hair-raising automobile race. And then, too, it has a mighty sweet little love story woven into the plot.

Theme

The story is about a young man who demonstrates auto camping outfits in a store. His longing for the open road is realized when he wins a beautiful speed car at a charity bazaar. At a tourist camp he comes upon a girl (Esther Ralston) and her mother and falls in love with her—the girl, not the mother.

They mistake him for a notorious wealthy young bounder and leave without a word to him. He follows them all over the country, and the rest of the production deals with the scrapes he gets into, the money he is fleeced out of, winding up with his machine in a big auto race, full of thrills and hair-raising stunts.

He wins. Then he and the girl and her mother decide to continue the tour—together.

Highlights

A laugh in every scene—a love story that's full of just the right kind of romance—and automobile race that'll make your hair stand on end—that's "The Lucky Devil." It's one of the most all-around entertaining pictures you've ever seen.

The race thrills are tremendous! Never before has the screen seen the like of them.

Here's Dix in a story by an author who specializes on laughs combined with speed. You'll have to hop to keep step with this one—that's how fast it is!

Big Scenes

In the racing scenes, arranged by a thrill man deluxe, Dix drives his own car every foot of the way! Watching twenty cars, all piloted by experienced drivers, racing along dusty roads at break-neck speed is something well worth seeing and talking about.

There's a big laugh right at the opening of the picture. Dix is shown "camping in the great outdoors." He has a side-splitting tussle with a trick lion, and then the camera moves back; the scene widens and we see him demonstrating auto camping outfits in a department store. Wait'll you hear them when they see this.

Dix wins a sporty speedster at a charity bazaar, and there's another laugh when his ticket is almost sucked into a vacuum cleaner.

Scenes at the tourist camp where Dix meets Esther Ralston and her mother. Dix spends a night in jail for speeding after them when they give him the slip.

Dix marooned in a little hick town with no gasoline and no money to buy it with.

Dix staying two rounds with "Gunboat" Smith, the old war horse of the prize ring (himself) and what a battle it is! He wins two-hundred dollars and enters the road race, and thrills pile up upon thrills. He crashes his machine through a barrier in an attempt to save a child who ventures out in the paths of the racers, manages to jockey back onto the track and push his car over the line—a winner.

The picture closes with Dix, the girl and her mother deciding to continue their trip to "California—or Bust" together.

Picture in Brief

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Short Synopsis

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At a tourist camp he comes upon a girl and her mother trying to put up a tent. Randy falls in love with the girl at first sight. The women are going to a little up-state town in response to a letter from a distant relative saying that if they come there he will do something handsome for them. Randy and Doris (Esther Ralston) get on very well together until she finds something that seems to prove that he is a notorious wealthy young bounder who has had many love affairs. Then she and her mother get away at daylight without word to him.

He determines to follow them, but is pinched for speeding, is kept in jail overnight, and \$100 of his scanty savings is taken from him for a fine. Again he starts after the women, but a puncture halts him, and while he fixes it, a passing bicyclist picks his pocket of all the rest of his money. Finding himself "broke," Randy buys gasoline by trading in all the removable accessories on his car. Down to his last drop of gas, he comes upon the women who are stalled by engine trouble. After assuring them that he is "all right," he takes the Ford's gas and tows their car to the village where the women's relative lives.

They find that this relative is in an insane asylum there, and his letter was just one of his ravings. All three of them are now broke, but Dix hears that a \$10,000 road race will be run at the county fair in a week. The entrance fee is \$100. One of the attractions at the fair is a prizefighter who offers \$200 to anybody who can stand up against him for two rounds. Farman does it, though he gets fearfully battered. Leaving the tent, he meets the man who stole his money on the road, and collars him. But a cop interferes, and the thief accuses Randy of robbing him. Farman looks pretty bad in his mussed clothes and bruised face, and the cop takes from him the money he has just earned, gives it to the other man, who pedals away on his bike.

With his room rent due, Randy is about up against it. But he tells Doris about it, and she is keen to have him enter the race, and after selling her Ford, she loans him the necessary money. They overhear the old racing driver whom Randy has engaged to drive the car on a percentage basis, plan to "throw" the race to some professionals, so Farman fires him and drives it himself.

Then comes a road race, full of thrills and hair raising stunts, ending with Randy's car going through the fence when a child runs out onto the road as he is coming down the home stretch. The other cars are a short distance behind, and with great effort he gets the car into the road and punches it across the line, winning the prize. Then he and Doris agree to go on with their tour—together.



A Paramount Picture

FRANK TUTTLE PRODUCTION

RICHARD DIX
in
"The Lucky Devil"

DIX Wins!
—the race and the girl.

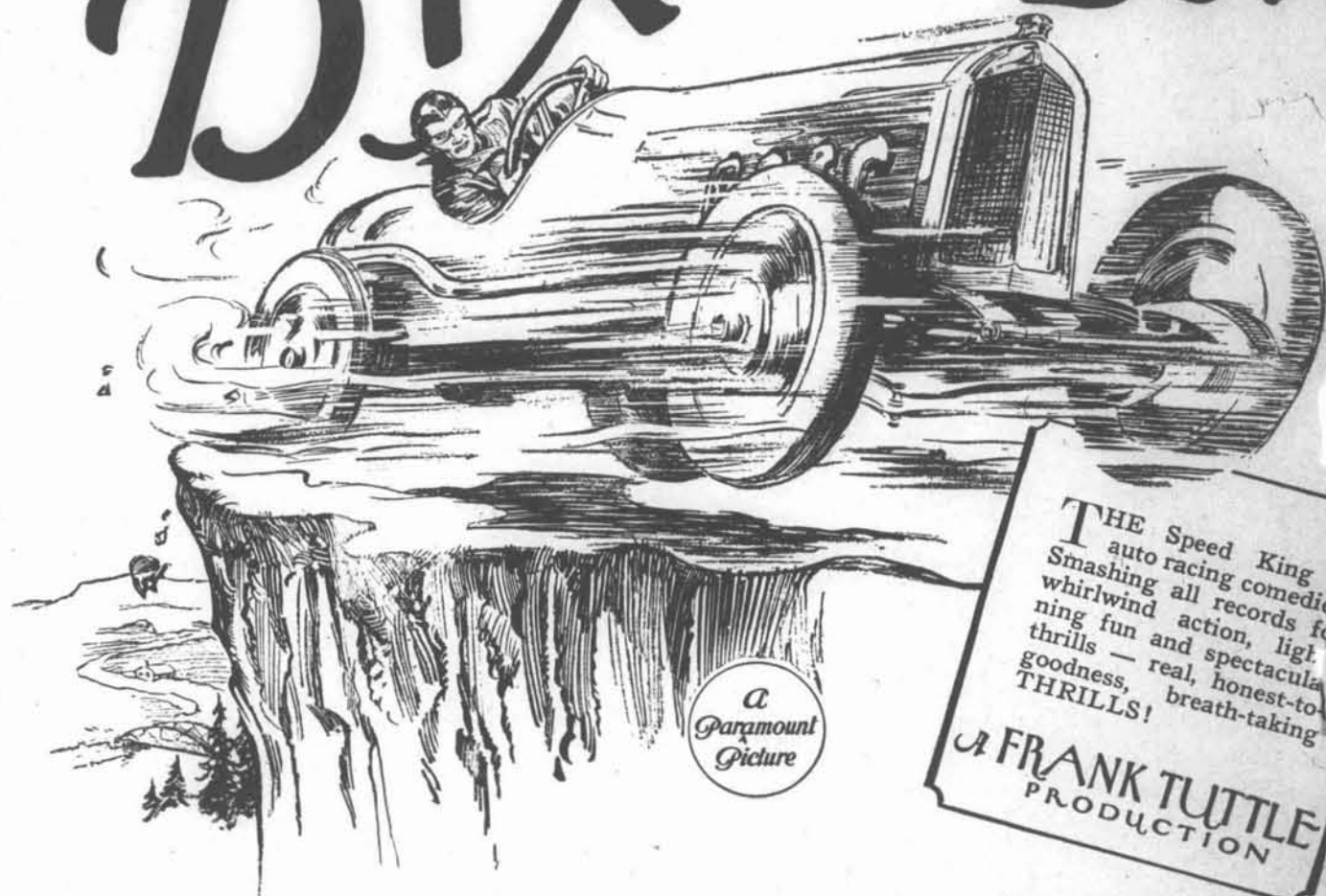
Watch him step on the laughing gas and travel two-smiles-a-minute.

One-column Press Ad 1A

TAKE ADVANTAGE OF PARAMOUNT'S
ALL STYLES AND SIZES OF PRE

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

RICHARD DIX in "The Lucky Devil"



By Byron Morgan, author of the Wally Reid auto-racing stories - - - - - Screen play by Tomand Martin

Four-column Newspaper Advertisement 4A



RICHARD DIX AND ESTHER RALSTON IN A SCENE FROM THE PARAMOUNT PICTURE "THE LUCKY DEVIL"

Two-column Production Mat 2P

TRAILER

You can get an excellent Service Trailer on "The Lucky Devil."

This is 75 feet long and costs \$5 during the first 4 months after release date. Refund of \$1.50 if returned within two weeks.

After first 4 months cost is \$2.50. Refund of \$1.00 if returned within two weeks of shipment.

Order direct from National Screen Service, Inc. See Price List, Page 4, for list of branch offices.

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
RICHARD DIX

A FRANK TUTTLE PRODUCTION
Two-column Supplement

Ad of Program

Dare-Devil Dix in the comedy c
"Too Many Kisses," "The Shock
Dix entertainm t of them all—"The
He had tw failings—women an
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America's f est moving star in
The smiling speedomaniac! The
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Great Barn Oldfield, what a pic
Along the

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

RICHARD DIX



AMOUNT'S ADVERTISING SERVICE SIZES OF PRESS ADS AT ACTUAL COST

Lucky Devil



THE Speed King
auto racing comedies
shining all records for
wind action, light
fun and spectacular
— real, honest-to-
GOD, breath-taking
GODS!

FRANK TUTTLE
PRODUCTION

Screen play by Townend Martin

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
RICHARD DIX in



A
FRANK TUTTLE
PRODUCTION

a
Paramount
Picture

Thrilling?
You'll want to
stand right up and
cheer!
Funny?
You won't stop
laughing for a
month!
Action?
The author of the
Wally Reid auto
racing stories wrote
it, and action is his
first, last and mid-
dle name!

Three-column Newspaper Advertisement 3A

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
RICHARD DIX in
"The Lucky Devil"

A FRANK TUTTLE PRODUCTION
Two-column Supplementary Press Ad 2AX

Ad of Program Paragraphs

Dare-Devil Dix in the comedy cyclone of the season.
"Too Many Kisses," "The Shock Punch" and now the greatest
Dix entertainment of them all—"The Lucky Devil!"
He had two failings—women and speed. And when he found
both in the same moment—THE LUCKY DEVIL!
America's fastest moving star in his fastest moving picture.
The smiling speedomaniac! The whizz wizard! The debonair
demon of danger RICHARD DIX in "The Lucky Devil."
The comedy thunderbolt of the screen.
Great Barn Oldfield, what a picture!
Along the winding road of laughter and romance.

RICHARD DIX
in
"THE LUCKY DEVIL"
A FRANK TUTTLE production
ADOLPH ZUKOR
JESSE L. LASKY

YOU'LL be out of luck if you miss
"The Lucky Devil."

An action-comedy of love, luck and lightning. Written especially for Richard Dix by the author of "The Air Mail," "Code of the Sea" and the famous Wally Reid auto racing stories.

Supporting cast includes Esther Ralston, "Gunboat" Smith and other well-known players.

THEATRE NAME



Smashing all records,
whirlwind action, light-
ning fun and spectacular
thrills — real, honest-to-
goodness, breath-taking
THRILLS!

FRANK TUTTLE
PRODUCTION

By Byron Morgan, author of the Wally Reid auto-racing stories

Screen play by **Toni** and **Martin**

Four-column Newspaper Advertisement 4A



Two-column Production Mat 2P

You can get an excel-

lent Service Trailer on
"The Lucky Devil."

This is 75 feet long and costs \$5 during the first 4 months after release date. Refund of \$1.50 if returned within two weeks.

After first 4 months cost is \$2.50. Refund of \$1.00 if returned within two weeks of shipment.

Order direct from National Screen Service, Inc. See Price List, Page 4, for list of branch offices.



CLEAR the road!
Here's Dix at the wheel
of a roaring racing romance
that wins the Entertainment
Sweepstakes with thrills and
laughs to spare.

By Byron Morgan—Screen play by Townsend Martin

Two-column Press Advertisement 2A

Ad of Program

Dare-Devil Dix in the comedy

"Too Many Kisses," "The Shoe"
Dix entertaining all of them all—"The

He had two failings—women and
both in the same moment—THE L

America's fastest moving star in

The smiling speedomaniac! The demon of danger! RICHARD DILL

The comed thunderbolt of the

Great Barn Oldfield, what a place!

Along the jarring road of laugh

Dix as a delightful daredevil with

Special



Above is illustrated the
available to exhibitors on

Colored in bold, come
see it a mile off.

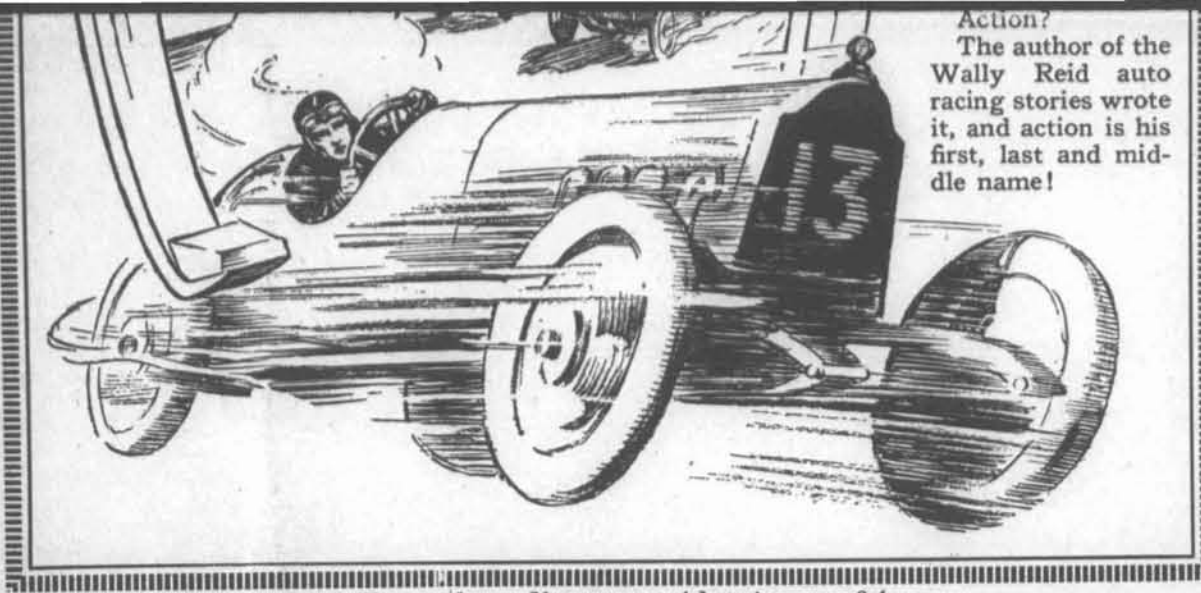
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"The Lucky Devil"

a Paramount Picture

FRANK TUTTLE PRODUCTION

Two-column Supplementary Press Ad 2AX

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in "THE LUCKY DEVIL"

a Paramount Picture

a FRANK TUTTLE production

ADOLPH ZUKOR
JESSE L. LASKY

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THEATRE NAME

Two-column Supplementary Press Ad 2AS

Special Banner on This Production



Above is illustrated the special 3' x 10' banner available to exhibitors on this picture.
Color d in bold, commanding tones. They'll see it a mile off.
Substa ntially made and worth many times the

cost in the results they'll bring. You get them ready to hang, at the cost price of \$2.00 each.
You need this great piece of advertising in your campaign.

ADVANCE PRESS STORIES THAT TA BIG BOX OFFICE PROFITS AND M

"The Lucky Devil" At Rialto Theatre

New Dix Starring Picture
Fast-Moving Comedy

(Synopsis Story)

THE LUCKY DEVIL," a story of speed, thrills and romance by Byron Morgan, is Richard Dix's latest starring production for Paramount. Frank Tuttle, who made "Too Many Kisses" and "Miss Bluebeard," directed the picture, which is due at the Rialto Theatre for a ... days' run on ... next.

Dix, as Randy Farman, is a young chap who demonstrates auto camping outfits in a store window. His enthusiasm leads him into a silly situation and he is fired. Putting half his earnings into a raffle for a beautiful speed car at a charity bazaar he wins it.

He starts off on a trip to see the country. At a tourist camp he meets and falls in love with Doris McDee. She and her mother are bound for an upstate town in a Ford. They are going to receive a gift a distant relative wrote and said he wanted to give them.

Randy and Doris get along very well until she finds out certain things that make it look as though he were Rudolph Franklyne, a wealthy young bounder of many love affairs. Early next morning she leaves without saying goodbye.

He follows but is arrested for speeding. After spending a night in jail he gives the judge one hundred of his rapidly disappearing dollars and starts out again. While changing tires, a passing cyclist takes the last cent from his pockets.

Randy rambles along, trading the accessories of his car for gasoline. He comes upon Doris and her mother just as the last drop of gas is exhausted. They are stuck with engine trouble. After assuring them that he never heard of Franklyne, he takes the gas from the flivver and tows them to town.

The trio arrive to find the relative is in an insane asylum, so the note means nothing. Randy hasn't a dollar to his name. What's to be done?

He hears of an auto race which is to be run at the county fair. The only thing that bars him from it is the entrance fee.

One of the booths at the fair harbors a prizefighter who offers two hundred dollars to the man who can stay on his feet for two rounds. Dix, last the time limit and triumphantly with the

He encounters the thieving cyclist and takes a strangle hold on him. The crook calls a cop who believes his "thief" story when he sees Randy's condition.

Randy's rent is due at the boarding-house, and he hasn't the entrance fee for the car. Doris takes the money from her savings and gives it to Randy.

Then comes the day of the race. Over dusty roads, round corners on two wheels, up hills, across fields, in ditches, with nineteen cars racing against him, Randy finally gets into the lead on the home stretch. A child runs across the road and to avoid hitting it, he steers his car through a fence—and what?

The picture brings it all to the screen within the next few days.

Esther Ralston, who played the mother in "Peter Pan" and was also seen in "The Goose Hangs High," "The Little French Girl," and "Begar on Horseback," is Dix's leading woman. Other big names in the cast are "Gunboat" Smith, Anthony Jowitt, Joe Burke, Mary Foy and Edna May Oliver.

Dix and "Gunboat" Smith
At It Again in New Film

Richard Dix has experienced a new sensation. Anyone who has

Specials

Out of Focus of "The
Lucky Devil" Camera

IN a certain garage in Lakewood, N. J., there is a colored man who is—or was—an enthusiast on the subject of racing automobiles. He loves them as a groom loves a race horse. He washes them, he sits in them, whenever he gets a chance.

Recently he had a number of chances and took them. Frank Tuttle had twenty racing machines parked in the garage for five nights while he was doing scenes in the neighborhood for Richard Dix's next starring picture for Paramount, "The Lucky Devil."

The first day the colored man was a big help. He would take out the spark plugs and clean them, he would aid in the greasing. It was like having an extra mechanic. All the drivers liked him. That night he sat in one of the cars and moved the gearshift back and forth. And he left it in first.

Morn came of the second day, as they say in Lakewood. The driver took his seat, the colored man grabbed the crank to start the motor for him. There was a roar, the car shot across the garage; the colored man disappeared.

As the car passed over him he grabbed the front axle. The car had dragged him on his back the length of the garage. They stood him up, swung his arms up and down and made him walk. He seemed little the worse for wear, although he had enough grease on him to keep a fleet of cars running smoothly for a month.

That night the racers returned with a flourish. The colored man ran across the garage floor to greet them. The first car tried to stop and skidded, knocking the colored man over backwards.

They picked him up again. All parts seemed to be functioning.

The colored man is still fond of racing automobiles, but not when they're running. He has grown to admire them when they're quiet. He still sits in them, too, but he leaves the gearshifts in neutral.

"The Lucky Devil" is an original screen story by Byron Morgan, author of "The Air Mail" and all the Wally Reid automobile pictures. Esther Ralston heads the supporting cast in support of the star. Others are Edna May Oliver, Tom Findlay, Anthony Jowitt, new screen "find" who played in "The Little French Girl"; Joe Burke, Charles Hammond,

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Townsend Martin wrote the screen play.

Dix Gets Big Kick Out
Of "Lucky Devil" Scenes

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The second car crashed into it with

Great Cast With Dix
In "The Lucky Devil"

EVERY person in the supporting cast of Richard Dix's newest starring picture for Paramount, "The Lucky Devil," a Frank Tuttle production, which will be shown on ... at the ... Theatre, is a "somebody."

"The Lucky Devil" is an original screen story by Byron Morgan, who wrote "The Air Mail" and all the automobile stories which starred Wallace Reid. Esther Ralston (the mother in "Peter Pan") plays opposite the star.

Dix, as "the lucky devil," is a fellow who is not always so darned lucky. The picture shows him as a demonstrator of auto camping outfits. He wins a flashy speedster at a charity bazaar and starts out on a cross country tour.

The story follows him in his adventures. How he meets the girl, falls in love with her and trails her for days till he wins her. It also shows him staying two rounds with a "pug" at a fair and winning two hundred dollars which he uses to enter his machine in a \$10,000 road race, said to be the fastest moving series of scenes the screen has ever seen.

"Gunboat" Smith is cast in the role of the prizefighter. Anthony Jowitt, new screen "find" who played in "The Little French Girl," plays a wealthy young bounder. Dix gets into all sorts of trouble with the girl's mother in the picture when she mistakes him for young Franklyne (Jowitt).

Edna May Oliver is the mother. Other big names are Tom Findlay, Joe Burke, Charles Hammond, Mary Foy, Charles MacDonald, Charles Sellon, George Webb and Eddie James.

Townsend Martin wrote the screen play. It's Dix's best yet. And when you recall "Manhattan," "Too Many Kisses" and "The Shock Punch," that's something!

The race scenes in "The Lucky Devil" were staged as a movie "thrill man" de luxe—and Dix drives his own car every foot of the way.

There are a hundred and one laughs in the picture, too. You'll split your sides at Dix demonstrating auto camping outfit in a department store, the scenes of the road, at the tourist camp, Dix marooned in a little hick town with a beautiful car but no gas and no money to buy it with. And you'll fall off the seat when Dix, after winning the sporty roadster, almost loses his ticket in a vacuum cleaner.



RICHARD DIX
IN A SCENE FROM THE PAR.
Three-color
ESTHER RALSTON
PICTURE
on Mat 3P

"The Lucky Devil" New
Dix-Paramount at Rialto

TAKE a good looking young fellow with a beautiful speed car and no money to run it with. Then add a beautiful girl and her mother in a Ford that refuses to run. Sprinkle gingerly with speed, thrills and laughs, and you have a fair idea of Richard Dix's new Paramount picture, "The Lucky Devil", due on ... at the ...

Esther Ralston plays opposite the star in this original screen story by Byron Morgan, directed by Frank Tuttle, who made "Too Many Kisses" and "Miss Bluebeard."

It is the tale of a young fellow who spent the earlier part of his life dreaming of what he would do if he ever got a good car, and then when luck came his way—what he did. All the scraps he got into, the money he was fleeced out of, how he was arrested once and almost a second time, how he fell in love with a beautiful girl and followed her for miles and miles, how he entered his car in a big auto race and won it, the money and the girl will give you more

"The Lucky Devil"

WHILE Richard Dix was working and Dix was pictures an elect one of his set introduced a man on the who said he wanted to a man raffle for a de getting up a in his neighborhood widow and a victrola wood. A Ford to the holders to be given numbers. Rich of the lucky he'd take a cold told him on each and the of chances got the matter. promptly for-

Then, during his new picture the filming of Devil," Dix not "The Lucky man talking to ed this same Between scenes he electrician. to them and asked walked over had won the the man who raffle.

"Why, my little plied brightly. the girl," he re-music, too. Was she's studying Richard agreed she lucky?" and asked who that she was, Ford. had won the

"My boy, Ben

THAT TAKE THE LUCK OUT OF TS AND MAKE THEM A CERTAINTY

"Gunboat" Smith is cast in the role of the prizefighter. Anthony Jowitt, new screen "find" who played the wealthy young boy in "The Little French Girl," plays a girl's mother in the picture when she mistakes him for (Jowitt).

Edna May Oliver is the mother. Other big names are Joe Burke, Charles Foy, Charles Sella, George James, and Charles James.

Townsend Martin wrote the screen play. It's Dix's best yet. And "The Shock" that's some of the race scenes in "The Lucky Devil" were staged in a man's de luxe car every foot of the road. There are a lot of laughs in the picture, split your sides at Dix's auto camping outfit, too. You'll find the scenes on the tourist camp, Dix's little hick town with no gas and no with. And you'll find when Dix, after a roadster, almost lost vacuum cleaner.

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"The Lucky a movie "thrill Dix drives his a way

red and one You'll demonstrating in a department the road, at the harooned in a beautiful car money to buy it all off the seat aning the sporty s his ticket in a

Esther Ralston Opposite Dix in Newest Picture

DID you ever try to drive a Ford after having run a selective type car? Remember the difficulty you had in getting used to the double back action pedals and the tricky throttle levers? If you wanted to stop, you threw in the clutch, and the first thing you knew, it shot straight ahead. If you were very lucky, it didn't hit anything—much.

That was the position Esther Ralston found herself in recently. She had never driven a Ford but her role as Richard Dix's leading woman in "The Lucky Devil" plainly stated that she be able to manipulate a flivver. In it she is a young girl touring the country with her mother.

Many were the adventures which were hers before she finally mastered the bucking steed. Suffice it to say that when she was told the car she was practicing on was the one she was to drive in the picture, Esther gave a quizzical look out of her pretty eyes and said—"Maybe".

"The Lucky Devil," which was directed for Paramount by Frank Tuttle, is an original story by Byron Morgan. The picture opens a.... days' run at the..... on..... There's a high class supporting cast.

Reviews

"The Lucky Devil"

THE LUCKY DEVIL", Richard Dix's latest starring picture for Paramount at the.....this week, is another of those Byron Morgan automobile tales, chock-full of laughs, thrills and just the right kind of romance, the feminine appeal being furnished by Esther Ralston, who played Mrs. Darling in the screen version of the Barrie classic, "Peter Pan", and also appeared in "The Little French Girl" and "Beggar on Horseback".

"The Lucky Devil", directed by Frank Tuttle, is a story of a young demonstrator of auto camping outfits who through a fiddle wins a beautiful roadster. It develops that the car has been the center of a sensational divorce suit and when Dix, as Randy Farman, meets Doris (Miss Ralston), "the only girl," she recognizes the car and will have nothing to do with him, believing him to be the good-for-nothing Rudolph Franklyne.

Randy sets off after Doris and her mother who are touring the country in a battered Ford. He comes upon them, stalled, just as he runs out of gas. He explains how he came into possession of the racer to their satisfaction, takes the gas from the flivver and tows them into town.

There's a big road race to be run off at the fair grounds. Two hundred dollars is the entry fee, and Randy wins the money by staying two rounds with a prizefighter, only to have it taken away from him by an officer who mistakes him for a thief.

Doris is all sympathy and takes it upon herself to "stake" him from her meager savings. Randy, after much ado about everything with mechanics who plan to "throw" the race, decides to drive his own car. He does, and to tell you just how he makes out would be but to spoil an evening's entertainment that we wouldn't want you to miss for the world.

With all due respect to "Manhattan", "Too Many Kisses", "The Shock Punch" and others, "The Lucky Devil" is away up and beyond anything Dix has ever done before. For thrills the screen has never seen the equal of the race sequence in this picture. For laughs it has never seen anything funnier than the department store scenes with Dix demonstrating camping outfits—his wrestling match with a "trick" lion, etc., and for romance—Well, Dix himself admits that his one weakness is pretty girls, and they don't come any prettier than Esther Ralston.

Townsend Martin adapted "The Lucky Devil" to the screen. "Gunboat" Smith is the "pug" who hands our Richard an artistic trimming in the picture—a fight that makes the little set-to staged by this same pair in "Manhattan" tame by comparison.

Anthony Jowitt, new screen "find"; Tom Findlay, Joe Burke, Mary Foy and Charles Sella complete the cast.

"The Lucky Devil" Dix Speed Film at Rialto

In pictures Richard Dix has been about everything under the sun of late but an automobile racing driver, and it is as such that we find him in the Frank Tuttle-Paramount production, "The Lucky Devil," which opened at the.....yesterday.

The story was written especially for Dix by Byron Morgan, who wrote all the auto pictures in which Wally Reid starred. As Randy Farman, Dix has always wanted a car of his own, and his chance to get out into the open comes when, as a demonstrator of auto camping outfits in a department store, he wins a trim little speedster—and then there's no holding him.

There's a series of big laugh scenes "on the road" where he meets Doris McDee (Esther Ralston) and her mother, played by Edna May Oliver. Something turns up that brings Mrs.

Genuine Thrills in "The Lucky Devil"

Automobile Race Big Scene in New Dix Picture

AN innocent looking pile of hay upset the rural quiet around Lakewood, N. J., recently, wrecked a racing automobile, and scared Richard Dix out of a week's growth. It was supposed to be a movie stunt, but it proved too much so.

As per the script, a pile of hay was arranged in the road. Theoretically it had fallen from a hay wagon, but as a matter of fact it was baled hay that had been loosened. On the left side of the road, in back of the pile, was an extra bale that hadn't been opened.

The story required that a string of racing automobiles sweep down the road, and that the first one should shoot through the pile of hay. According to the plan, this would have left a passageway clear for the following cars.

But somebody forgot that racing drivers race whether it is in the movies, or just on a pleasure jaunt, or on a race track.

Crash!

The cameraman was on the far side of the pile grinding rapidly when the cars swept down the road. The leaders were two abreast instead of single file, with the car on the right slightly in the lead.

The car on the right hit the pile of hay. There was a burst of hay in all directions as though a bomb had been set off beneath it. Suddenly, out of the flying hay there appeared a racing car upside down in the air, with fire shooting from its exhaust and its engine racing. It turned completely over and landed in the road facing the direction from which it had been coming. It was empty.

The hay burst into flames. The third car in line swerved sideways, went up an embankment and felled nine poles in a wire fence. The remainder, including the one occupied by Dix, succeeded in stopping after skidding around in the dust.

Spectators rushed to the fire to extinguish it and locate the missing driver and his mechanic.

Checking Up the Missing

In a few moments the burning hay had been scattered enough to show that no men were lying in it and the crowd began to look around for the racing car driver. They found the driver sitting in a ploughed field about forty feet away on the left side of the road. The mechanic was on the top of the embankment on the right, neither the worse for their experience.

"Let's call it a day," remarked Frank Tuttle, who directed the picture for Paramount.

"Let's!" echoed Dix with emphasis. The automobile race furnishes a "smash" climax in every sense of the word to this new Dix starring production, written for the screen by Byron Morgan.

Esther Ralston heads the supporting cast in the picture, coming to the.....Theatre on.....next.

Frank Tuttle "Discovers" New Blonde Screen Beauty

When Frank Tuttle was filming "The Manicure Girl" at Paramount's Long Island Studio, he happened to look in one day on the set next to his, where Herbert Brenon was directing "The Little French Girl". He saw a girl, a pretty girl—in fact, in Tuttle's opinion, she was a beautiful girl.

"Aha!" quoth he, in the way directors have of quothing. And going back to his own set, he concerned his efficient assistant, who can stand anything, and whispered fiercely in his ear, alternately thumping him on the chest and pointing to the bright lights on the Herbert Brenon set.

"Get me that girl!" hissed Tuttle; that is, he would have hissed it had it been possible to hiss words that don't contain any hissing sounds. "Here I've been trying to get good looking extras for the manicure shop



RICHARD DIX
THE PAR

Three-co

ESTHER RALSTON

URE

"THE LUCKY DEVIL"

on Mat 3P

"The Lucky Devil"

WHILE Richard Dix was working on a picture an electrician on the set introduced him to a man in his neighborhood getting up a and a victrola w... numbers. Richard he'd take a co... on each and the... got the matter... Then, during his new picture "The Lucky Devil," Dix not... man talking to... Between scenes to them and ask... had won the... raffle.

"Why, my little girl," he replied brightly. "The Lucky Devil" is the same electrician who walked over the man who told him he was the lucky girl," he replied. "She's studying that she was, had won the... money more

Laughs, Speed, Thrills In "The Lucky Devil"

LAUGHS, speed and thrills-plus hold sway at the.....Theatre this week where Richard Dix is starred in the Paramount picture, "The Lucky Devil". Byron Morgan, author of all the Wally Reid auto pictures, wrote this one especially for Dix. Frank Tuttle directed, and Esther Ralston, "Gunboat" Smith, Anthony Jowitt, new "find"; Joe Burke and others play in support.

In the picture Dix demonstrates auto camping outfits in a large department store. His longing to own a car of his own brings him to spend half of his savings on chances to win a beautiful roadster. When his number is called, he is so surprised the winning ticket is almost sucked into a vacuum cleaner.

Mistaken Identity

At a tourist camp he meets and falls in love with Esther Ralston who is traveling in a Ford with her mother. They are first going upstate in response to a distant relative who

Rudolph Franklyne, a wealthy young bounder of many love affairs. Early next morning she leaves without saying goodbye.

He follows but is arrested for speeding. After spending a night in jail he gives the judge one hundred of his rapidly disappearing dollars and starts out again. While changing tires, a passing cyclist takes the last cent from his pockets.

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The trio arrive to find the relative is in an insane asylum, so the note means nothing. Randy hasn't a dollar to his name. What's to be done?

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That night the racers returned with a flourish. The colored man ran across the garage floor to greet them. The first car tried to stop and skidded, knocking the colored man over backwards.

They picked him up again. All parts seemed to be functioning.

The colored man is still fond of racing automobiles, but not when they're running. He has grown to admire them when they're quiet. He still sits in them, too, but he leaves the gearshifts in neutral.

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Townsend Martin wrote the screen play.

Dix Gets Big Kick Out Of "Lucky Devil" Scenes

Five racing automobiles collided recently on one of the loose gravel roads near Lakewood, N. J., thereby sending one man and two cars to the repair shop and nearly ruining the possibility of ending Richard Dix's new Paramount picture, "The Lucky Devil", with all the scenes planned.

Roads near Lakewood are made of yellow gravel. It forms a thick dust when stirred up and blows over to the side of the road in loose windrows.

Men were stationed along the road for about five miles to warn motorists of the approaching race. With a camera mounted on a big Italian car in the lead, the line of twenty racing cars swept along at nearly sixty miles an hour. As they started around a turn in the road the leading car swerved, stirring a cloud of thick dirt, and came to a standstill. Some of the dust had stuck in the carburetor, it was learned later.

The second car crashed into it with such force that it started the motor of the first car, which was still in gear, and it sped away. The second car, however had swerved to the middle of the road. The next four cars piled into it head-on.

The remaining drivers, seeing the pall of yellow dust, succeeded in stopping, either by putting on their brakes or by running into the ditch of soft gravel on the side of the road.

Drivers who rushed into the dirt cloud to help their friends had to clamber over the tangled cars, turn off switches of motors that were still racing and pull drivers and mechanics to the roadside.

The two injured cars didn't look as though they would ever be useful for anything again except as spare parts, but the mechanics with the outfit insisted they could be salvaged.

As it was impossible to do any further scenes without the required number of cars further work for the day was called off, much to the delight of Richard Dix.

"I'm not superstitious," he explained, "but there have been enough accidents in this production to last me for a whole season. I like thrills, but I like to spread them over a reasonable period of time."

Esther Ralston is Dix's leading woman in "The Lucky Devil," which will be shown at the..... Theatre next..... The story is a screen original by Byron Morgan, author of "The Air Mail," adapted for the screen by Townsend Martin. Frank Tuttle, who directed Dix in "Too Many Kisses," made this one also.

There's a strong cast playing in support, including "Gunboat" Smith, Anthony Jowitt and Joe Burke.



RICHARD DIX
IN A SCENE FROM THE PAR.
Three-col
ER RA
TURE
on Mat 3

"The Lucky Devil" New Dix-Paramount at Rialto

TAKE a good looking young fellow with a beautiful speed car and no money to run it with. Then add a beautiful girl and her mother in a Ford that refuses to run. Sprinkle gingerly with speed, thrills and laughs, and you have a fair idea of Richard Dix's new Paramount picture, "The Lucky Devil", due onat the.....

Esther Ralston plays opposite the star in this original screen story by Byron Morgan, directed by Frank Tuttle, who made "Too Many Kisses" and "Miss Bluebeard."

It is the tale of a young fellow who spent the earlier part of his life dreaming of what he would do if he ever got a good car, and then when luck came his way—what he did. All the scraps he got into, the money he was fleeced out of, how he was arrested once and almost a second time, how he fell in love with a beautiful girl and followed her for miles and miles, how he entered his car in a big auto race and won it, the money and the girl will give you more thrills to the minute than you've ever experienced before in your life.

In "The Lucky Devil" Dix drives his own car every foot of the way in the road race, the like of which has never been seen before in pictures.

Others in the cast are "Gunboat" Smith, Anthony Jowitt, Tom Findlay, Edna May Oliver, Joe Burke and Mary Foy.

Eight Speed Kings Tear Up Road in Dix Picture

Eight well known professional racing drivers, including Leo Nomis, the famous movie "stunt" man, take part in a road race scene which provides many of the spine-tingling thrills in Richard Dix's latest Paramount starring picture, "The Lucky Devil," which will be the feature at theTheatre on.....for adays' run.

The story is a screen original by Byron Morgan, who wrote "Code of the Sea" and "The Air Mail". Frank Tuttle, who directed Dix in "Too Many Kisses", made this one also.

Dix plays a young man who longs for what he hasn't got. He wants it so awfully bad that he finally succeeds in getting it. Randy Farman is a demonstrator of auto camping outfits. He falls in love with the beautiful car that is in the department store window.

Deciding that he'd like to own one, he invests half of his savings on chances to win a car at a bazaar. Then the fun begins, because—he wins it. But—he hasn't any money to run it with. Love, thrills, races and suspense enter into the story. They're all here, and plenty of them to each foot of film.

Prominent in the supporting cast of the picture are Esther Ralston, leading woman; Anthony Jowitt, and "Gunboat" Smith.

"The Lucky Devil"

WHILE Richard Dix was working on one of his pictures an electrician on the set introduced him to a man who said he was getting up a raffle for a deserving widow in his neighborhood. A Ford and a victrola were to be given to the holders of the lucky numbers. Richard told him he'd take a couple of chances on each and the man promptly forgot the matter.

Then, during the filming of his new picture "The Lucky Devil," Dix noticed this same man talking to the electrician. Between scenes he walked over to them and asked the man who had won the victrola in the raffle.

"Why, my little girl," he replied brightly. "She's studying music, too. Wasn't she lucky?"

Richard agreed that she was, and asked who had won the Ford.

"My boy, Benny," said the man. "He's learning to be an auto mechanic. Wasn't he lucky?"

Again the star agreed that luck ran in the family.

"Oh, by the way, Mr. Dix," the raffler said, "you never paid me for those chances you took."

"No," grinned Richard, as he turned away. "Wasn't I lucky?"

"The Lucky Devil," due for a run ofdays' at the..... on....., is a screen original by Byron Morgan, author of "The Air Mail." Frank Tuttle directed. Esther Ralston heads the supporting cast.

Cheer Up, Men—Lend An Ear to This One

You folks with fallen arches and no hair, listen to this tale of woe. Here's a man who is as healthy as any one alive. In fact, he's too darn healthy. He has so much superfluous energy that he tries to get rid of it by doing stunts in the movies. Leo Nomis is not a "good risk" for an insurance company because he earns a living by risking his neck three to four times each day.

For Richard Dix's latest Paramount starring picture "The Lucky Devil" at the..... Theatre, Director Frank Tuttle cast him as one of the racing drivers. All he had to do was skid off a high bank into a lake. The worst that could happen would be for him to turn turtle in the water. When you see this bit of action in the picture, no matter what kind of a life insurance enthusiast you may be, you'll agree that the companies were right in not giving Nomis a policy.

Dix and "Gunboat" Smith At It Again in New Film

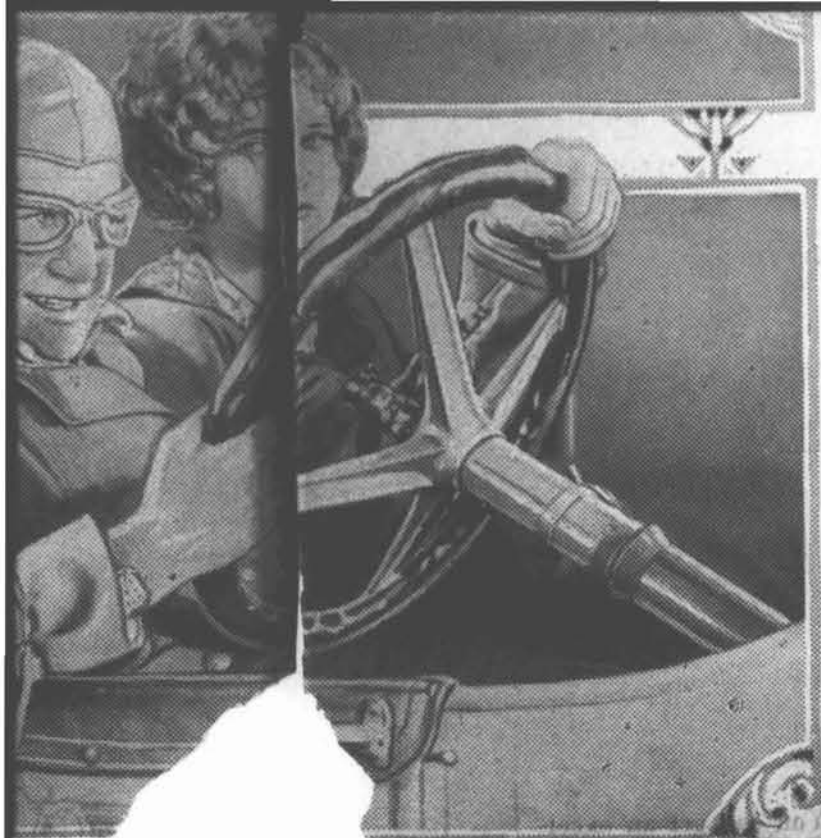
Richard Dix has experienced a new sensation. Anyone who has seen the husky Mr. Dix in action knows that he packs a mean wallop—in fact, the famous "Gunboat" Smith and other pugilistically inclined gentlemen have stated that he has the fist ability that would have taken him far in the ring game had he chosen that profession instead of motion pictures.

In each of the pictures in which he has starred, Richard has had to battle in he-man style with the villain. In "Manhattan," he had a grand shindig with a master crook and several of the latter's henchmen; in "A Man Must Live," it was a newspaper editor who bit the dust when Richard larruped him; and in "Too Many Kisses" he handed a fine shiner and other decorations to the villainous Captain of the Guard. In "The Shock Punch," Dix and the villain fought so strenuously on the thirty-second floor of a building under construction that they both came within an ace of doing an involuntary high dive.

But in each of these pictures, Dix emerged from his battles triumphant, though perhaps not altogether happy. And now, he has taken his first licking. In his new film, "The Lucky Devil," which Frank Tuttle directed for Paramount, Richard wins \$200 at a county fair by standing up against a "bruiser" for two rounds without being knocked cuckoo, but the beating he gets is enough and plenty.

Dix doesn't stand for "pulling the punches" in a fight—meaning that he is willing to take whatever the other fellow can give him, and he went through some scenes for the picture that make an afternoon in a dentist's chair a real joy by comparison.

"The Lucky Devil" was written especially for Dix by Byron Morgan, author of all of Wally Reid's automobile pictures. Esther Ralston plays opposite the star. There's an A-1 cast playing in support.



RICHARD DIX
THE PAR
Three-co
ER RALSTON
URE
"THE LUCKY DEVIL"
on Mat 3P

"The Lucky Devil"

WHILE Richard Dix was working on one of his pictures an electrician introduced him to a man who said he was getting up a raffle for a deserving widow. A Ford was to be given to the holder of the lucky numbers. Richard told him he'd take a chance on each and got the matter.

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"Why, my little girl," he replied brightly. "She's studying music, too. Wasn't she lucky?" Richard agreed that she was, and asked who had won the Ford.

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Cheer Up, Men—Lend An Ear to This One!

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Laughs, Speed, Thrills In "The Lucky Devil"

LAUGHS, speed and thrills-plus hold sway at the . . . Theatre this week where Richard Dix is starred in the Paramount picture, "The Lucky Devil". Byron Morgan, author of all the Wally Reid auto pictures, wrote this one especially for Dix. Frank Tuttle directed, and Esther Ralston, "Gunboat" Smith, Anthony Jowitt, new "find"; Joe Burke and others play in support.

In the picture Dix demonstrates auto camping outfits in a large department store. His longing to own a car of his own brings him to spend half of his savings on chances to win a beautiful roadster. When his number is called, he is so surprised the winning ticket is almost sucked into a vacuum cleaner.

Mistaken Identity

At a tourist camp he meets and falls in love with Esther Ralston who is traveling in a Ford with her mother. They are first going upstate in response to a distant relative who has told them he has a surprise in store. Esther leaves the camp when she discovers evidence which seems to point out the fact that he is not a poor clerk at all, but a notorious wealthy young bounder of many love affairs.

He follows but is arrested for speeding. One night in jail is the result of this escapade. He makes another start after them, but this time a puncture halts him. While fixing the tire, a passing cyclist extracts his money from his coat.

Broke, he proceeds to sell all the little nicknacks on the car in order to buy gasoline. He comes upon his run-aways just as his gas tank breathes its last gasp. After assuring them that he is not the man they think he is, he puts the Ford's gas in his car and they all go on together to town. Esther's car is left in the road as its engine refuses to turn over.

Arriving at the town where her cousin lives, they find he is a hopeless lunatic in an asylum, and that the letter was just one of his meaningless ways of raving. Here they are—stuck in a small hick town with a beautiful car, but with no gas and no money to buy it with.

Racing Thrills

Dix hears that a five thousand dollar prize is to be given the winner of the auto race at the county fair. It is to take place the following week and all he needs is the one hundred and fifty dollars entrance fee. One of the attractions at the fair is a prizefighter who offers two hundred dollars to any man who can stay in the ring with him for two rounds. Dix does it but emerges looking like another man. His face and body are all knocked and bruised.

Leaving the tent he encounters the man who stole his money on the road. He grabs him but a cop interferes. The thief accuses Dix of trying to rob him and as his appearance is very much against him, the

faction, takes the gas from the driver and tows them into town.

There's a big road race to be run off at the fair grounds. Two hundred dollars is the entry fee, and Randy wins the money by staying two rounds with a prizefighter, only to have it taken away from him by an officer who mistakes him for a thief.

Doris is all sympathy and takes it upon herself to "stake" him from her meager savings. Randy, after much ado about everything with mechanics who plan to "throw" the race, decides to drive his own car. He does, and to tell you just how he makes out would be but to spoil an evening's entertainment that we wouldn't want you to miss for the world.

With all due respect to "Manhattan", "Too Many Kisses", "The Shock Punch" and others, "The Lucky Devil" is away up and beyond anything Dix has ever done before. For thrills the screen has never seen the equal of the race sequence in this picture. For laughs it has never seen anything funnier than the department store scenes with Dix demonstrating camping outfits—his wrestling match with a "trick" lion, etc., and for romance—Well, Dix himself admits that his one weakness is pretty girls, and they don't come any prettier than Esther Ralston.

Townsend Martin adapted "The Lucky Devil" to the screen. "Gunboat" Smith is the "pug" who hands our Richard an artistic trimming in the picture—a fight that makes the little set-to staged by this same pair in "Manhattan" tame by comparison. Anthony Jowitt, new screen "find"; Tom Findlay, Joe Burke, Mary Foy and Charles Sellon complete the cast.

"The Lucky Devil" Dix Speed Film at Rialto

In pictures Richard Dix has been about everything under the sun of late but an automobile racing driver, and it is as such that we find him in the Frank Tuttle-Paramount production, "The Lucky Devil," which opened at the . . . yesterday.

The story was written especially for Dix by Byron Morgan, who wrote all the auto pictures in which Wally Reid starred. As Randy Farman, Dix has always wanted a car of his own, and his chance to get out into the open comes when, as a demonstrator of auto camping outfits in a department store, he wins a trim little speedster—and then there's no holding him.

There's a series of big laugh scenes "on the road" where he meets Doris McDee (Esther Ralston) and her mother, played by Edna May Oliver. Something turns up that brings Mrs. McDee to believe that Randy isn't just the kind of a fellow she'd care to have her daughter associate with, so off they go from camp early the following morning without as much as a word to him. Dix is after them as soon as he opens his eyes, catches up to them and, after considerable explaining, convinces them that he's not a bad sort of chap after all.

A big "punch" scene in the picture—we say "a" because there are hundreds of them—is the \$10,000 automobile road race, in which Dix drives his own car. And Dix drives it! You'll want to stand right up on the seat and cheer as Dix comes tearing down the home stretch in the lead—and then something happens. It's a "smash" climax with a vengeance!

Here's a picture that's so full of fast-moving action that it fairly burns up the screen. It's one you'll go out of the theatre talking about, and then when you see other auto picture, you'll always compare them to "The Lucky Devil". It's that kind of a picture!

The cast playing in support of Paramount's new star includes such well known names as "Gunboat" Smith, Anthony Jowitt, Joe Burke, Mary Foy and Charles Sellon.

officer takes the newly earned money and gives it to the crook.

The room rent is due and Dix is up against a high stone wall. Esther springs to the rescue and loans him the necessary money.

Then comes the big day of the race. Dix is driving his own car. It's chuck full of thrills and hair raising scenes, and ends when he drives his car through a fence to avoid hitting a child. He manages to get the bus back on the road and push it across the line just in time to win the race.

If you want to see a speedy thrilling funny picture "The Lucky Devil" is it!

The leaders were two abreast instead of single file, with the car on the right slightly in the lead.

The car on the right hit the pile of hay. There was a burst of hay in all directions as though a bomb had been set off beneath it. Suddenly, out of the flying hay there appeared a racing car upside down in the air, with fire shooting from its exhaust and its engine racing. It turned completely over and landed in the road facing the direction from which it had been coming. It was empty.

The hay burst into flames. The third car in line swerved sideways, went up an embankment and felled nine poles in a wire fence. The remainder, including the one occupied by Dix, succeeded in stopping after skidding around in the dust.

Spectators rushed to the fire to extinguish it and locate the missing driver and his mechanic.

Checking Up the Missing In a few moments the burning hay had been scattered enough to show that no men were lying in it and the crowd began to look around for the racing car driver. They found the driver sitting in a ploughed field about forty feet away on the left side of the road. The mechanic was on the top of the embankment on the right, neither the worse for their experience.

"Let's call it a day," remarked Frank Tuttle, who directed the picture for Paramount.

"Let's!" echoed Dix with emphasis. The automobile race furnishes a "smash" climax in every sense of the word to this new Dix starring production, written for the screen by Byron Morgan.

Esther Ralston heads the supporting cast in the picture, coming to the . . . Theatre on . . . next.

Frank Tuttle "Discovers" New Blonde Screen Beauty

When Frank Tuttle was filming "The Manicure Girl" at Paramount's Long Island Studio, he happened to look in one day on the set next to his, where Herbert Brenon was directing "The Little French Girl". He saw a girl, a pretty girl—in fact, in Tuttle's opinion, she was a beautiful girl.

"Aha!" quoth he, in the way directors have of quothing. And going back to his own set, he concerned his efficient assistant, who can stand anything, and whispered fiercely in his ear, alternately thumping him on the chest and pointing to the bright lights on the Herbert Brenon set.

"Get me that girl!" hissed Tuttle; that is, he would have hissed it had it been possible to hiss words that don't contain any hissing sounds. "Here I've been trying to get good looking extras for the manicure shop scenes, but do I get anything like that? Time out while I laugh!" And he left off hissing long enough to chuckle hollowly.

The assistant carefully removing his ear and chest from Tuttle's ardent ministrations, dodged behind a pile of scenery and cautiously reconnoitered. Presently he returned to his disturbed boss.

"It's all right," he told him, "Everything's all fixed, and you're going to get that girl!"

"Fine! Splendid!" exclaimed Tuttle enthusiastically.

" . . . for your next picture. But not as an extra. That girl is Esther Ralston".

Esther Ralston — and she's Richard Dix's leading woman in his latest Paramount starring picture, "The Lucky Devil", coming to the . . . on . . .

Miss Ralston may also be remembered as the mother in "Peter Pan" and for her superlative work in "The Goose Hangs High."

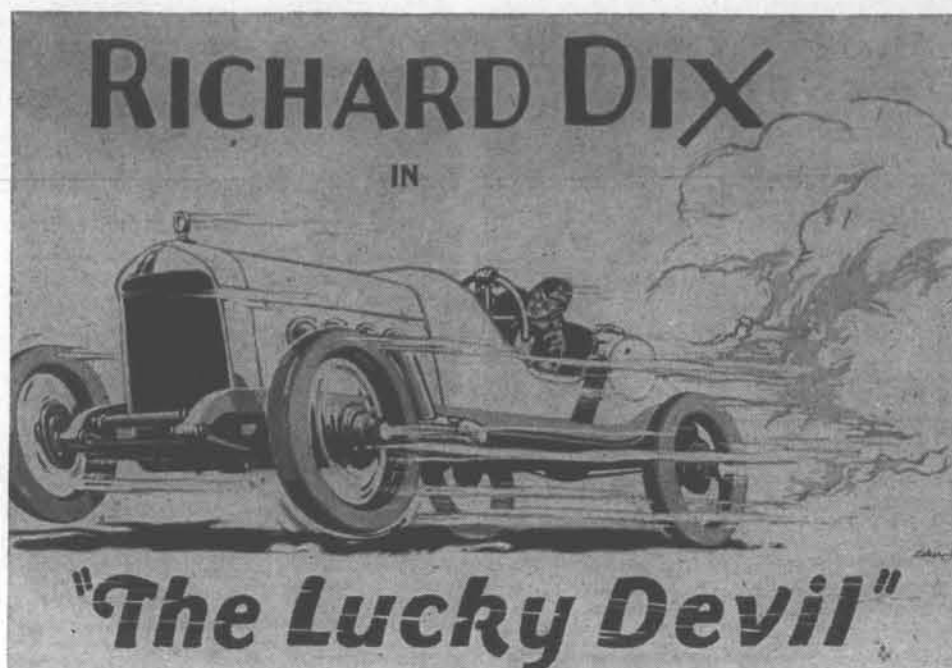
"The Lucky Devil" was written especially for the screen by Byron Morgan, author of all of Wally Reid's automobile stories. Townsend Martin prepared the scenario. "Gunboat" Smith, and other big names appear in the strong supporting cast.

Byron Morgan Story

"The Lucky Devil," Richard Dix's latest starring picture for Paramount, due at the . . . on . . . was written especially for Paramount's new star by Byron Morgan author of "The Air Mail" and all the Wally Reid automobile stories. It brings Dix to the screen as an automobile racing driver—his finest role yet.

Esther Ralston, who played Mrs. Darling in "Peter Pan," heads the supporting cast. Others are "Gunboat" Smith, Anthony Jowitt, new "find"; Tom Findlay, Joe Burke and Mary Foy.

Four-Page Colored Herald

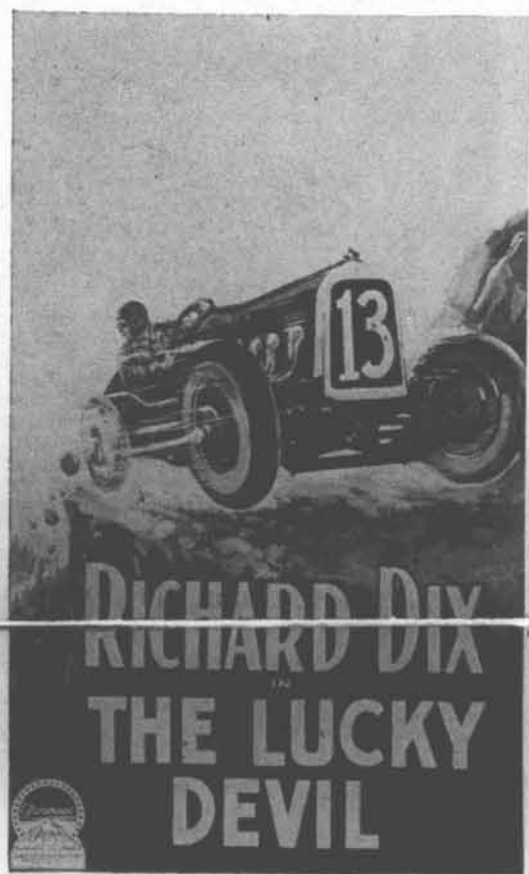


Above is a reproduction of the herald cover on "The Lucky Devil". The black and white print doesn't do the original justice. You should see the real thing in striking colors!

Inside pages contain punchy scenes and strong sales talk. Back page left blank for theatre name, play dates, etc.

A thousand for only \$3.00.

Ask your Ad Sales Manager to show you a sample.



WINDOW CARD

To the left is illustrated the striking colored window card on "The Lucky Devil".

Put this in a shop window and it will attract as much attention as a twenty-four sheet.

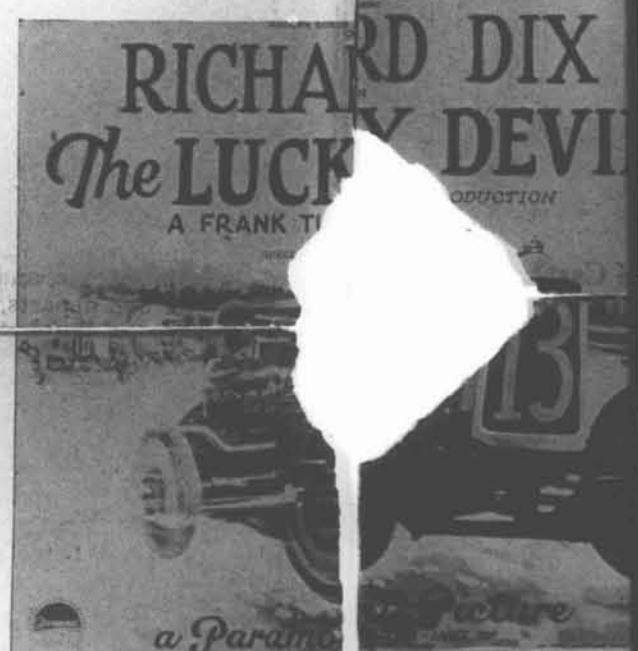
Plenty of blank space for theatre name, dates, etc.

Only seven cents apiece.

Samples at exchanges.



It's Colored
INSERT CARD



Six Sheet

Poster 6A

Price List for Advertising

All these advertising aids can be secured from you. what you want, with check or money order. NOTE:—Owing to duty, additional transportation. Get Canadian Price quoted below do not apply to Canada.

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One Sheet (1A and 1B)		.15
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Six Sheet (6A)		.75
Twenty-four Sheet (24A)		2.40
3' x 10' Banner		2.00
PHOTOS FOR YOUR LOBBY		
22 x 28 (Colored)		.40
11 x 14 Set of Eight (Colored)		.80
Supplementary (T)		
Three Column		.15
Four Column (Ad)		.45
FOR GENERAL		
GILT-EDGED FR		
Insert Cards (14 x		
22 x 28 Gilt Fram		
22 x 28' Combint		
Cardboard Still Fr		
Heralds, per thous		
Window Card		
Announcement Slic		

It's Colored INSERT CARD



SET OF EIGHT COLORED LOBBY CARDS.



Six Sheet, Poster 6A

Announcement Slide

Colored Lobby Card (22" x 28")

List for Advertising Material

Advertising aids can be secured from your Exchange. Send list of order. Additional transportation charges, etc., the prices not apply to Canada. Get Canadian Price List from Exchange.

Indoor Advertising POSTERS	
1B)	.15
1B)	.45
1B)	.75
(24A)	2.40
(24A)	2.00
Supplementary (Two Column) (Adv. Only)	.10
Three Column	.15
Four Column (Adv. Only)	.25
FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
Insert Cards (14 x 36 in. to fit above)	.25
22 x 28 Gilt Frames	1.50
	2.00

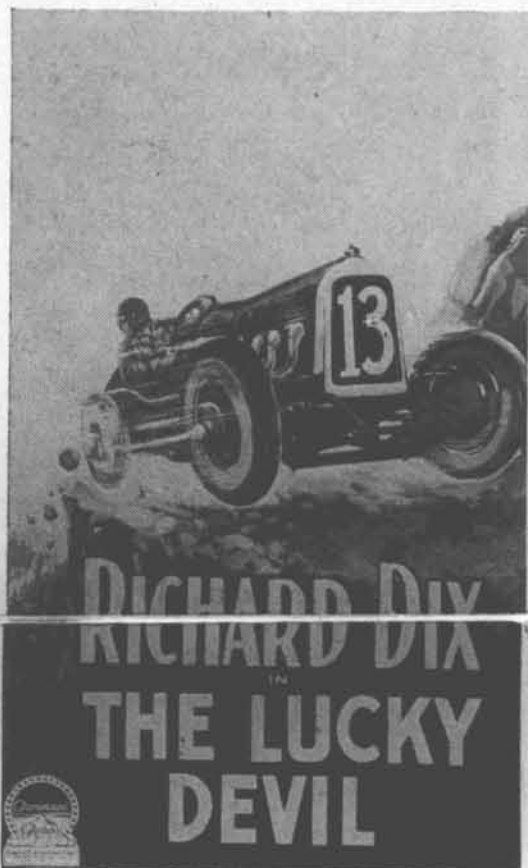
NEW-STYLE FRAMES

Two new items have been added to Paramount Ad Sales material. One is a neat and classy cardboard frame to hold a single still. Suitable for the highest class windows and store displays. Price to exhibitors, 15c each. The other is a combination

Inside pages contain punchy scenes and strong sales talk.
Back page left blank for theatre name, play dates, etc.

A thousand for only \$3.00.

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WINDOW CARD

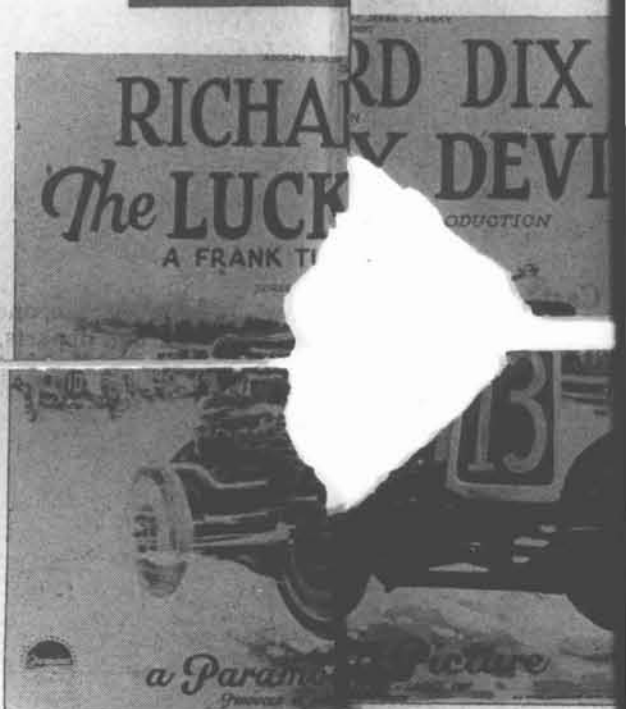
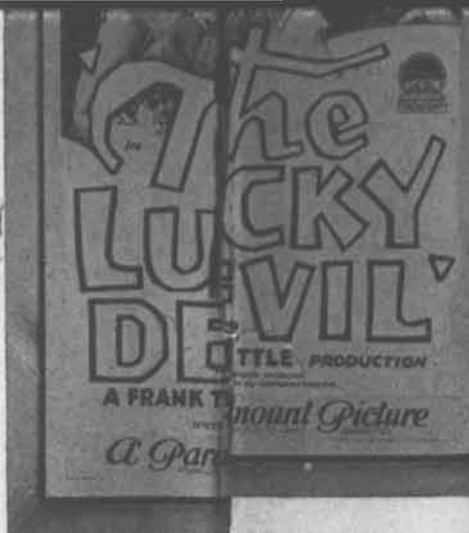
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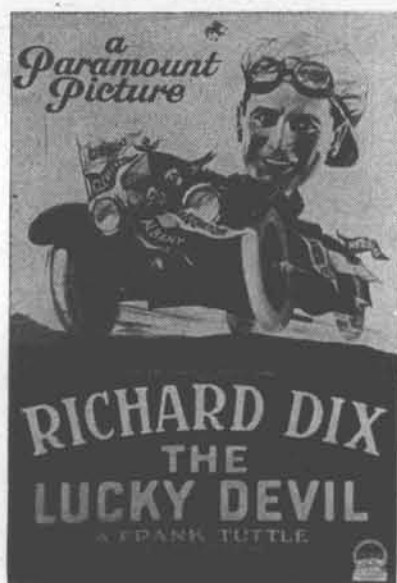
Plenty of blank space for theatre name, dates, etc.

Only seven cents apiece.

Samples at exchanges.



Six Sheet Poster 6A



One Sheet Poster 1A



One Sheet Poster 1B

Price List for Advertising

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NOTE:—Owing to duty, additional transportation charges. Get Canadian Price

For Outdoor Advertising		
POSTERS		
One Sheet (1A and 1B)15
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3' x 10' Banner	
PHOTOS FOR YOUR LOBBY		
22 x 28 (Colored)40
11 x 14 Set of Eight (Colored)60
For Newspaper Ads		
ADVERTISING CUTS		
One Column35
Two Column75
Supplementary (Two Column)60
MATS, ADVERTISING, PRODUCTION, ETC.		
One Column10
Two Column20
Supplementary (Two Column)		.60
FOR GENERAL		
GILT-EDGED FRAMES		
Insert Cards (14 x 22)	
22 x 28 Gilt Frame	
22 x 28' Combination	
Cardboard Still Frame	
Heralds, per thousand	
Window Card	
Announcement Slide	
Publicity Photos	
Trailers—National		
126 W. 46th St.	
845 So. Wabash	
917 So. Olive	
Press Books and Music Cues are gratis		



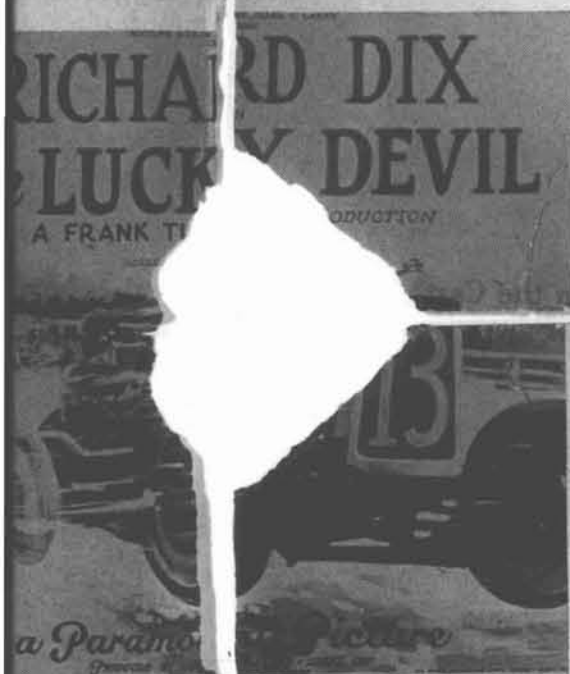
Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



SET OF EIGHT COLORED LOBBY CARDS.



Six Sheet Poster 6A

Announcement Slide

Colored Lobby Card (22" x 28")

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Four Column (Adv. Only).....	.25
FOR GENERAL EXPLOITATION	
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22 x 28' Combination Frames.....	2.00
Cardboard Still Frames.....	.15
Heralds, per thousand.....	3.00
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photos, Each.....	.10

Trailers—National Screen Service

126 W. 46th St., New York City

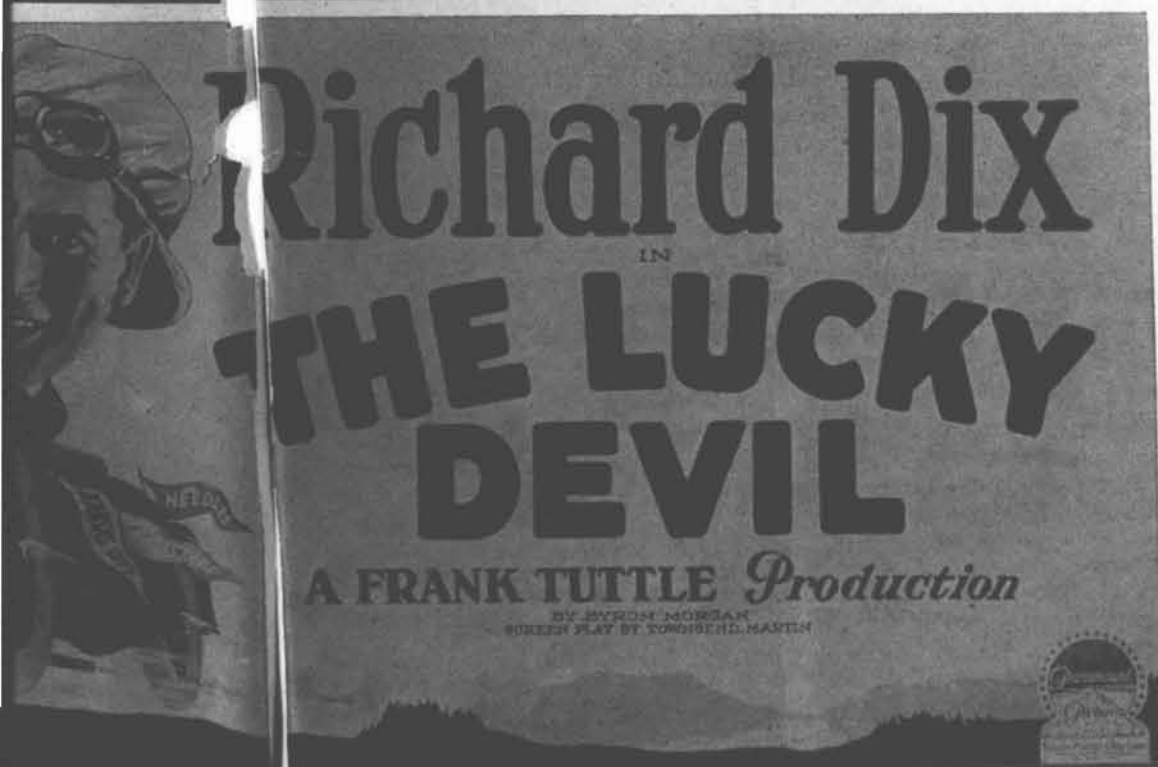
845 So. Wabash Ave., Chicago, Ill.

917 So. Olive Street, Los Angeles, Cal.

Press Books and Music Cues are gratis.

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Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

AUG 13 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

In the Name of Love (6 reels)
The Lucky Devil (7 reels)

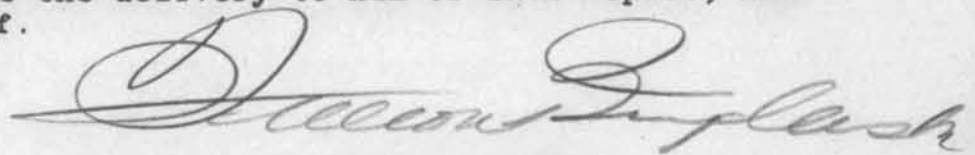
Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
In the Name of Love	8/13/1925	L ©CIL 21720
The Lucky Devil	"	L ©CIL 21721

The return of the above copies was requested by the said
Company, by its agent and attorney on the 13 day of
August and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.



AUG 17 1925

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1912-1977”

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National Audio-Visual Conservation Center
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